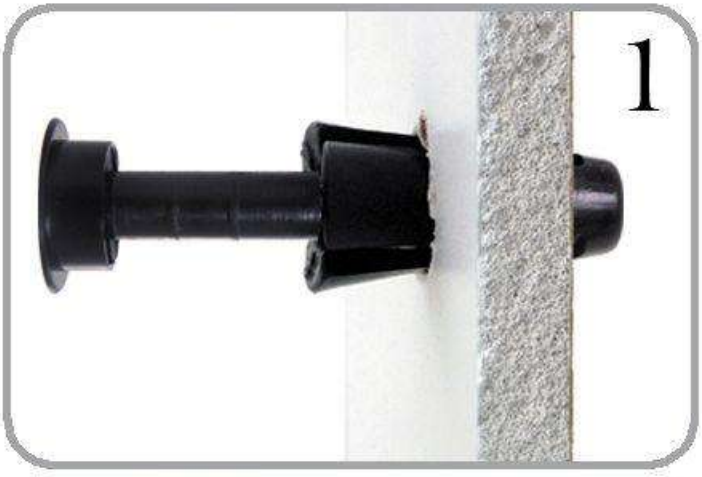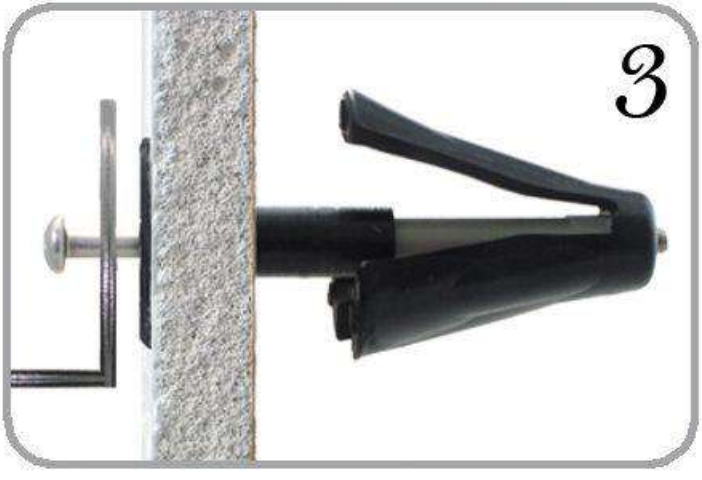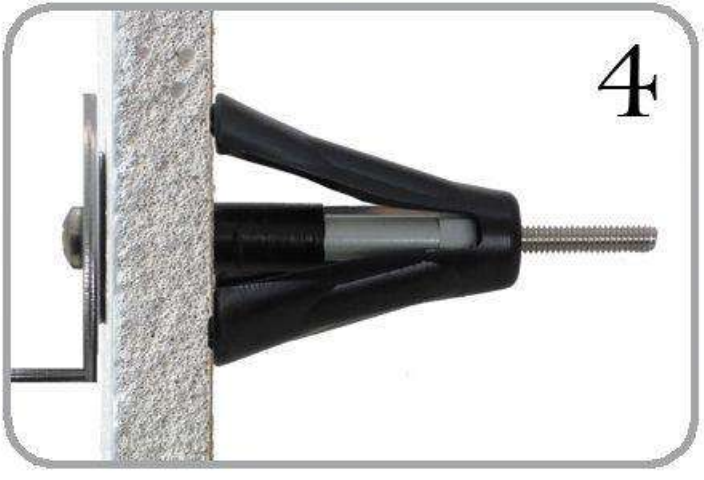AS EASY AS ...